

# 2017 PITTchFEST Application Form

## **Instructions and Tips:**

Complete form in Word according to instructions below. Instructions (instructions in parentheses) can be eliminated along with this section to add space for responses. The application is limited to two pages. When complete, transmit the document as an attachment to [sglenn@pitt.edu](mailto:sglenn@pitt.edu) by midnight May 23 for review. You can expect a response from PITTchFEST review team by May 25 whether your idea has qualified for a live pitch for a shot at winning cash awards at PITTchFEST 2017 on June 1st.

**Your Name** \_\_\_\_\_

Category of Entrepreneur

**Name of Your Company** \_\_\_\_\_

\_\_\_\_ Student  
enrolled or undergrad degree  
from 2016 to present.

**Contact Information:** email \_\_\_\_\_

phone \_\_\_\_\_

\_\_\_\_ Proficient  
non-student or grad student –  
undergrad degree before 2016.

**Description of Business Concept:** (two sentences max.)

**Market Drivers:** (three sentences max. on environmental trends that affect success of your idea)

**Target Market:** (four sentences max. on target audience, nature of market, size, demographics, data source)

**Unique Value Proposition:** (three sentences max.)

**Revenue Model:** (two sentences max. on how paid and who pays)

**Distribution Model:** (two sentences max. on channels, delivery mechanism)

**Status of Idea:** (check and one sentence max.)

Concept \_\_\_\_ Prototype \_\_\_\_ Test Market \_\_\_\_ Revenue Generator \_\_\_\_

**Management Team:** (six lines max. listing name, title/experience, role in organization)

- 1)
- 2)
- 3)
- 4)
- 5)